

Reviewing the Success of Exhibition



Introduction

This report will review the success of ITEDUSOLVE's annual event that took place on 21 May 2015 at the Selsdon Park and Golf Hotel. I have used the information from the questionnaires filled out by delegates to talk about my findings and recommendations.

Findings

Based on the 40 questionnaires that were given back, the majority of the delegates understood the event objectives, agreed that the event objectives were met and the main speech was informative. Feedback was also rated highly on the delegate pack given out and the try out and workshop areas. This is good and showed that delegates enjoyed learning about the software and trying it out. Having the workshops and try out area could have also boosted sales and prompted delegates to buy it.

The feedback given also showed that delegates found the service at the venue was of a high standard. This might have also positively impacted the sales.

Administration was rated highly but not highly enough. Layout, rooms and equipment should have been rated higher as well. This feedback shows that delegates may have found the rooms not spacious enough to move around in or it was set out very well. Although not all delegates agreed strongly with the layout, rooms and equipment being suitable, I would still recommend using this venue as it had the most appropriate rooms and a selection to choose from. At the next annual event, instead of only hiring out a few rooms, ITEDUSOLVE could hire out twice as much.

Looking at the delegates' ratings, the areas that were weakest was the refreshments and internet access. Out of the 40 questionnaires, only 24 either strongly agreed or agreed that the catering was of a high standard. When delegates were asked to elaborate on this, they mentioned that the 'food was cold'. This was unacceptable and if we were to use the same venue next time then staff having more of an input on the food would be necessary.

Considering the overall ratings and feedback given, the ITEDUSOLVE met the objectives set out and were able to gain a larger client base after this event.